

What Is Claimed Is:

1. A system for providing a visual complement to an audio service, comprising:
 - 5 a first transmission system that transmits data to a second transmission system, wherein the second transmission system transmits the data to one or more audio/video receivers;
 - an audio subsystem that selects sound recordings according to a playlist and transmits, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system; and
 - 10 a video subsystem, wherein at or about the same time the audio system transmits a selected sound recording to the first transmission system for relay to the second transmission system, the audio system transmits to the video subsystem a trigger message comprising a sound recording identifier that identifies the sound recording, and
 - 15 the video subsystem, after receiving the trigger message, generates a data packet comprising a video image specification based on pre-defined configuration data.
2. The system of claim 1, wherein the video subsystem transmits the data packet so that it is received by the second transmission system, and the second transmission system generates a video image conforming to the video image specification and transmits the video image along with the sound recording received from the first transmission system to the one or more audio/video receivers.

3. The system of claim 2, further comprising a storage unit for storing visual media assets, wherein the second transmission system is able to retrieve visual media assets from the storage unit.

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4. The system of claim 1, wherein the video image specification comprises a visual media asset identifier.

5. The system of claim 4, wherein after receiving the data packet comprising the video image specification, the second transmission system retrieves from the storage unit the visual media asset identified by the visual media asset identifier and uses the visual media asset in generating the video image.

6. The system of claim 1, wherein the pre-defined configuration data comprises a plurality of sound recording identifiers and associates a set of visual media asset identifiers with each of the plurality of sound recording identifiers.

7. The system of claim 6, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of sound recording identifiers.

20 8. The system of claim 7, wherein one or more visual media asset identifier

sets in a queue are associated with a time duration.

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9. The system of claim 1, further comprising a video image generator coupled to the video subsystem, wherein the video subsystem provides the data packet to the video image generator, the video image generator generates a video image conforming to the video image specification and transmits the video image so that it is received by the second transmission system, and the second transmission system transmits the video image and the sound recording to the one or more audio/video receivers.

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10. The system of claim 9, further comprising a storage unit for storing visual media assets, wherein the video image generator is able to retrieve visual media assets from the storage unit.

11. The system of claim 10, wherein the video image specification comprises a visual media asset identifier.

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12. The system of claim 11, wherein after receiving the data packet comprising the video image specification, the video image generator retrieves from the storage unit the visual media asset identified by the visual media asset identifier and uses the visual media asset in generating the video image.

13. The system of claim 12, wherein the data packet is an HTML document

and the video image is an MPEG video presentation.

14. A system for providing a visual complement to an audio service,
comprising:

5 a first transmission system that transmits data to a second transmission system,
wherein the second transmission system transmits the data to one or more audio/video
receivers;

10 an audio subsystem that selects sound recordings according to a playlist and
transmits, according to the playlist, the selected sound recordings to the first
transmission system for relay to the second transmission system; and

15 a video subsystem, wherein
at or about the same time the audio system transmits a selected sound recording
to the first transmission system for relay to the second transmission system, the audio
system transmits to the video subsystem a trigger message comprising a sound
recording identifier that identifies the sound recording,

the video subsystem, after receiving the trigger message, generates a video
image based on pre-defined configuration data and transmits the video image to the first
transmission system for relay to the second transmission system, and

20 the second transmission system transmits the video image and the sound
recording to the one or more audio/video receivers.

15. The system of claim 14, further comprising a storage unit for storing
visual media assets, wherein the video subsystem is able to retrieve visual media assets

from the storage unit.

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16. The system of claim 15, wherein, after receiving the trigger message comprising the sound recording identifier, the video subsystem determines, based on the pre-defined configuration data, a set of visual media asset identifiers.

17. The system of claim 16, wherein one or more of the visual media asset identifiers are associated with a screen position.

18. The system of claim 17, wherein the video subsystem retrieves from the storage unit the visual media assets identified by the set of visual media asset identifiers and uses the visual media assets and the image position associated with the one or more visual media assets in generating the video image.

19. The system of claim 14, wherein the video image is an MPEG video presentation.

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20. The system of claim 14, wherein the pre-defined configuration data comprises a plurality of sound recording identifiers and associates a set of visual media asset identifiers with each of the plurality of sound recording identifiers.

21. The system of claim 20, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further

associates one or more of the queues with one or more of the plurality of sound recording identifiers.

22 The system of claim 21, wherein one or more visual media asset

5 identifier set in a queue is associated with a time duration.

23. A system for providing a visual complement to an audio service, comprising:

a first transmission system that transmits data to a second transmission system, wherein the second transmission system transmits the data to one or more audio/video receivers;

an audio subsystem that selects sound recordings according to a playlist and transmits, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system;

a storage device that stores a plurality of video images;

a data structure that associates one or more of the plurality of video images with the selected sound recording, wherein at least one of the one or more video images that are associated with the selected sound recording is associated with a time duration.